

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

A.P.Entertainment Tax, 1939 – Exemption of Entertainment Tax for the film "Ayyappa Sakshi" (Telugu colour) – Orders – Issued.

REVENUE(CT-IV) DEPARTMENT

G.O.Ms.No. 444

Dated:11-07-2012.
Read the following:

- 1) Representation, Dt.NIL of Sri B.Venu Madhav, Producer of film "Ayyappa Sakshi".
- 2) Govt.Memo.No.15475/CT-IV/2011-1, Dt.25-04-2011.
- 3) From I & P.R Dept., Lr.No.2402/ETE/Films/2011, Dt.14-07-2011 and Dt.02-09-2011.

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ORDER

In the reference first read above, Sri B.Venu Madhav, Producer of film 'Ayyappa Sakshi' has represented that the film 'Ayyappa Sakshi' (Telugu colour) is made with the important topics of Ayyappa Deeksha and Vratha Mahathyam and requested the Government to exempt the film from payment of Entertainment Tax.

2. In the reference 2nd read above, the Commissioner, Information & Public Relations was requested to get the film screened before the Committee constituted for the purpose and to furnish the recommendations of the Committee to the Government.

3. In the letter 3rd read above, the Commissioner, Information & Public Relations has furnished the recommendations of the Screening Committee for grant of exemption of Entertainment Tax in respect of the film 'Ayyappa Sakshi' (Telugu colour) as follows:

" the film produced in colour format has a social cause, enriching human values and projecting a powerful message for social transformation and the film deserves exemption from payment of Entertainment Tax"

4. Government, after careful consideration of the report of the Committee, in exercise of powers conferred under section-8 of A.P.E.T. Act, 1939 hereby exempt the film "Ayyappa Sakshi" (Telugu colour) from the payment of Entertainment Tax under the said Act subject to the following conditions-

- i) that the rates of admission shall not exceed 75% (Seventy five percent) of existing notified rates of admission of each class of the theatre in which the film is proposed to be screened in Andhra Pradesh;
- ii) that the period of exemption shall be limited to one year from the date of first release of the film in Andhra Pradesh ; and

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- iii) that the film should not be screened along with any other feature film.

5. This order issues with the concurrence of Finance Department vide their U.O.No.28751/462/A2/Exp.Rev/2011, Dt.26-11-2011.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

ASUTOSH MISHRA
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Commissioner of Commercial Taxes, A.P., Hyderabad
Sri B.Venu Madhav, Producer, Venu Films,
2-19-59/125, Seetharama Colony,
Near Kalyanpuri, Uppal, Hyderabad - 500039

Copy to:

The Commissioner, Information & Public Relation Department.
(With a request to give wide publicity about condition at 4(i) of this order for consumers awareness)

The Managing Director, APSFTVTDC, FDC Complex,
A.C.Guards, Hyderabad.

The Home(Gen.A) Department

The General Administration(V&E) Department

The Accountant General, A.P., Hyderabad.

The Finance (Expr.Rev.) Department.

SF/SC

//FORWARDED BY ORDER//

SECTION OFFICER